

065855.0336 (A35349 PCT USA)

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CLAIMS

1. (Currently Amended) A data analysis system for evaluating the performance of a first at least one of a plurality of pharmacy outlet(s) in a pharmacy chain, there being several such pharmacy chains in the marketplace, the system comprising:

a computer system coupled to a centralized database common to all the pharmacy chains in the marketplace, wherein the database houses:

(1) confidential pharmaceutical information related to all the pharmacy chains, wherein the confidential information related to a particular pharmacy chain includes market measures of its plurality of pharmacy outlets, and

(2) reference files including industry-standard market measures; and

a data access application providing user/outlet-access to the database from a second one of the plurality of pharmacy outlets, wherein the data access application is configured to provide user/outlet access to (a) reference files including the industry-standard market measures, and (b) only to data associated with the second one of the plurality of pharmacy outlets' pharmacy chain while keeping the confidential information related to other pharmacy chains inaccessible.

~~a computer system including a transceiver and configured to execute a data access application, wherein the data access application includes a plurality of user accounts, wherein each of the plurality of user accounts includes a user group, and wherein a second at least one of the plurality of outlets is associated with the user group; and~~

~~a data storage device coupled to the computer system and configured to store market measures from a portion of the plurality of outlets and industry standard market measures, wherein the data access application allows a user to access in manner the industry standard market measures and data associated with the outlets associated with the user group of~~

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a computer system coupled to a centralized database common to all the pharmacy chains in the marketplace, wherein the database houses:

(1) confidential pharmaceutical information related to all the pharmacy chains, wherein the confidential information related to a particular pharmacy chain includes market measures of its plurality of pharmacy outlets, and

(2) reference files including industry-standard market measures; and

a data access application providing user/outlet-access to the database from a second one of the plurality of pharmacy outlets, wherein the data access application is configured to provide user/outlet access to (a) reference files including the industry-standard market measures, and (b) only to data associated with the second one of the plurality of pharmacy outlets' pharmacy chain while keeping the confidential information related to other pharmacy chains inaccessible.

~~a computer system including a transceiver and configured to execute a data access application, wherein the data access application includes a plurality of user accounts, wherein each of the plurality of user accounts includes a user group, and wherein a second at least one of the plurality of outlets is associated with the user group; and~~

~~a data storage device coupled to the computer system and configured to store market measures from a portion of the plurality of outlets and industry-standard market measures, wherein the data access application allows a user to access in manner the industry-standard market measures and data associated with the outlets associated with the user group of~~

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~~user's user account.~~

2. (Original) The data analysis system of claim 1, wherein at least one of the plurality of outlets is a retail sales location.
3. (Original) The data analysis system of claim 1, wherein at least one of the plurality of outlets is a pharmaceutical sales location.
4. (Original) The data analysis system of claim 1, wherein the computer system receives market measures from the portion of the plurality of outlets through the transceiver.
5. (Original) The data analysis system of claim 4, wherein the computer system receives the market measures from users utilizing the data access application.
6. (Original) The data analysis system of claim 4, wherein the computer system generates industry-standard market measures based at least in part on the market measures from the portion of the plurality of outlets.
7. (Original) The data analysis system of claim 1, further comprising an additional data storage unit coupled to the computer system and including a plurality of data records, wherein each of the data records includes an outlet name, an organization name, and a parent name.
8. (Cancelled)

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9. The data analysis system of claim 7, wherein the user group is associated with at least one of the plurality of outlets associated with a particular organization name.

10. (Cancelled).

11. (Currently amended) A method for evaluating the performance of at least one of a plurality of pharmacy outlets in a pharmacy chain, there being several such pharmacy chains in the marketplace, the system, comprising the steps of:

- (a) receiving a username and password from a user associated with a second pharmacy outlet;
- (b) verifying that the username and password correspond to a user account, wherein the user account includes a reference to a user-group the pharmacy chain to which the second pharmacy outlet belongs;
- (c) receiving a request for a report comparing data associated with at least one outlet associated with the user-group pharmacy chain to industry-standard market measures;
- (d) if the first and second pharmacy outlets belong to a common pharmacy chain, accessing a database that houses:
confidential pharmaceutical information related to all the pharmacy chains,
wherein the confidential information related to a particular pharmacy chain
includes market measures of its plurality of pharmacy outlets, and
reference files including industry-standard market measures;

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wherein accessing the database comprises accessing only the confidential information related to the common pharmacy chain and the reference files including industry-standard market measures to generate the report; and

(e) transmitting the report to the user.

12. (Currently amended) The method of claim 11, further comprising the step of: (e) receiving market measures corresponding to one of the at least one outlet associated with the ~~user-group~~ pharmacy chain.

13. (Original) The method of claim 12, wherein the market measures include all pertinent transactions from the one of the at least one outlet.

14. (Original) The method of claim 11, wherein at least one of the plurality of outlets is a retail sales location.

15. (Original) The method of claim 11, wherein at least one of the plurality of outlets is a pharmaceutical sales location.

16. (Original) The method of claim 11, further comprising the step of: (f) receiving market measures from the portion of the plurality of outlets.

17. (Original) The method of claim 16, further comprising the step of: (g) generating industry-standard market measures based at least in part on the market measures received from the portion

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of the plurality of outlets.

18. (Original) The method of claim 11, further comprising the step of: (h) receiving data describing at least one of the plurality of outlets, wherein the data describing each of the at least one of the plurality of outlets includes an outlet name, an organization name, and a parent name.

19. (Original) The method of claim 18, further comprising the step of: (i) storing a plurality of data records following the step (h), wherein each of the plurality of data records includes an outlet name, an organization name, and a parent name.

20. (Currently amended) The method of claim 18, wherein the ~~user-group~~ pharmacy chain is associated with at least one of the plurality of outlets associated with a particular parent name.

21. (Currently amended) The method of claim 18, wherein the ~~user-group~~ pharmacy chain is associated with at least one of the plurality of outlets associated with a particular organization name.

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